

Parker Pen Shoptalker

Issue No. 52

Printed for Parker Pen Employees

February 1953

Serious Salesmen

The popular notion that a sales meeting is only a mixture of chatter and hi-jinks would suffer a setback if Parker's quarter annual affairs could be exposed to a national television audience. Our kind of sales meeting seems to be more work than play, more quiet talk than fast talk.

What actually takes place at a manufacturer's sales meeting? The 114 account managers who represent Parker coast to coast split into five separate divisions which met in Chicago (2), New York, San Francisco and Memphis. At the appointed time early in the ayem, the typical Parker salesman met his divisional team mates in a large hotel hallroom preparatory to getting the word.

He was bright-eyed and bushy-tailed, and it was a good thing. He could count on being captive in the room—usually over-heated and under-lighted—for two solid days.

After the handshaking had subsided, someone from the home office loomed up behind the lectern to give the welcoming keynote address. As usual, much preparation had preceded this spiel, for upon these words, more than any other single ingredient, the psychological success of the meeting rested.

After the sombre keynote address, the new bag of tricks was opened. New displays for your windows and counters were exhibited accompanied by "oh's" and applause. Speakers droned on till someone announced that a group luncheon was ready and waiting.

(Continued on page 7, column 2)

Sales Meeting Excitement



During his recent visit to the West Coast, President Bruce Jeffris got the customary official welcome—guns, holsters, Stetson and all. He is made an "Honorary Westerner" (upper) and (lower) presents salesmanship trophies to 1952 winners.

The Move In Your Future

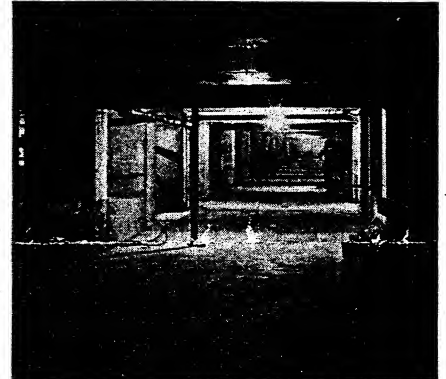
Like a squadron of bees around a honeycomb, the company's process engineers and draftsmen are buzzing about a small-scale model of Arrow Park on second floor. They are busy planning your destiny—as far as your future work location is concerned. The layout of the entire plant is being planned in advance of moving by using this specially constructed model and accessories to go with it.

The model will save many times its cost in making possible a smooth, speedy change-over. In fact, plans call for moving without any interruption of production. Maintenance men will know by a blue print made from the model exactly where every machine must be, and will have water, electric and air contacts ready. In that way, machines can be dismantled, carted across town and set to running again almost without missing a chug.

Out at Arrow Park, too, things are taking shape. Interior construction is still going on at the new plant site, but by the end of this month, we may well be in the process of occupying the north wing.

In the north wing you can now see two-toned green tile interior walls. Painters are swabbing the block walls with the same eye-soothing green. Huge locker rooms and comfortable rest rooms are being floored with maroon quarry tile. Ceilings are being installed, and the maintenance department is being painted and readied for occupancy.

Refrigerators, stoves, counters, dish washers and all the other necessary equipment for a first-rate cafeteria kitchen are on their way. We're told it won't take long to install the eatery appointments.



Looking something like an un-busy Holland Tunnel is this view of the "crawl space" beneath Arrow Park plant.

For the technical minded, an interesting construction feature of the building is that there is only one expansion joint for the entire 575 foot length of the building. Now if you're up on your construction methods, you know that most buildings have several expansion joints. Our white brick beauty has only the one, about an inch wide, which will allow for expansion and contraction due to temperature changes.

Philip Hull To Manufacturing V.P., Names Three Promotions

Philip Hull, who last week was named to succeed Willis Rabbe as manufacturing vice president has upped three men to key spots on his production team.

Charles Flora, formerly chief industrial engineer, is now general plant superintendent. He has taken charge of all production activities in Janesville and Menomonie plants. A graduate of the Purdue University school of engineering, Charley Flora has, in the six years he has been here, built a reputation for driving himself hard.

He joined Parker with a solid background of technical training. Prior to his coming to Janesville, he was associated with the Fort Dearborn Manufacturing company of Sterling, Illinois where he was plant superintendent.

Along with Flora's, two other promotions were announced by Phil Hull. To assume the duties of head of the process engineering methods section went to L. Jack Bennett. Jack Bennett, a down-Easterner who still bears a trace of Virginia-style drawl, has progressed through several engineering jobs since he arrived here in 1947.

Phil Hull . . . Up Through the Ranks



He was foreman of the Gold Nib department when notified of his new promotion.

To take his place there, Charles "Charley" Norris, Jr., left his second floor desk as a process engineer. Charley is a personable young man who arrived on the scene last year, and established himself as a top technician in short order. He received his engineering degree at Stout Institute.

Tumbling Barrel

Social Call



Taking a look at the Osborn impressions of sales people which Executive Vice-President Daniel Parker is showing him is Patrick Frawley, founder and president of Paper-Mate Co., Culver City, Calif. Mr. Frawley stopped by on his way to his new Puerto Rican subsidiary after a trip north. Mr. Frawley, 29, seemed shy by nature, but his bustling operation is throwing off all kinds of sparks.

Through The Bamboo Curtain

Gentlemen:

I am a Methodist missionary, just released from nearly two years in a Communist jail at Chungking, West China. I was one of the first Protestant missionaries to be arrested by the Communists, and held as a "missionary spy" for fourteen months in solitary, followed by nine and a half months of "education" at the hands of the Communists. When I arrived at Hong Kong a few weeks ago, I discovered that I was the last Methodist missionary to get out of China.

During the first fourteen months of solitary imprisonment, I wrote a good deal of religious literature—devotional talks, religious poetry, and other items, and closed with the story of my year in a Communist prison written on the margins of an anthology of poetry. This last item I brought out of China, and am hoping it may be published under the title, "Missionary Spy in Communist China."

All of my writing was done with Quink, a bottle of which was bought for me by one of my guards on the Chungking streets for the small sum of 80 cents U. S. It would have been cheap at half that price. When writing limericks, I wrote concerning Quink:

Imprisoned in a Communist Clink
With a bottle of blue-black Quink,
With great satisfaction,
Words half a million,
I wrote with the world's best ink.

F. Olin Stockwell
Chicago, Illinois

First Impressions . . .

Because newcomers sometimes see the company and the community in a fresher, more objective way, we asked a new employe to jot down a few observations on his first days in our midst.

The first man I met after I arrived in Janesville told me the old gag about there being only two seasons here: winter and the Fourth of July. Now, two weeks later, I believe him.

The first man I didn't meet liked my shoes. In fact, he liked them so much he lifted them right out of the back of my car while it was parked for the night.

Speaking of parking, another man—a policeman—objected to the way I parked my car. Seems I was heading in a direction just about opposite to what the law of Wisconsin states I may. And as the officer at the station said as he took my fine, it sure took care of a five-dollar bill.

However, the rest of the people I have met in Janesville have been tops. And since it is the people who make a town or a company what it is, Janesville is in my estimation one of the finest towns of its size I have ever visited or lived in. And the same goes for The Parker Pen Company.

My wife and I have found a few things that rate as disadvantages as far as living here is concerned. For one thing, my wife is slightly disappointed because there are so few stores where she can window shop for clothes. Me, I just wish I could find a good selection of size 7½ hats, so I can replace the battered felt I wear now.

But, aside from the loss of my shoes, the need for a new hat, and my daily battle with the snow and ice, I like Janesville. I couldn't imagine a better place to raise children and gather a lot of pleasant memories. My wife feels the same way. Here are more reasons why.

I like water, and I like to play golf, so I was glad to see the many lakes and golf courses within short driving distance of Janesville.

One of the most impressive things I have noticed since I started to work for Parker Pen is the spirit of the people of the company. It is something to behold . . . and something that no stranger could miss after being here even for a short while. The people of Parker can be proud. The people of Parker that I met seem to take great pride in knowing their company, talking about it, and helping to turn out a first-quality product.

I'm regularly amazed by the way everybody working with Parker is willing to sit down and talk, in an intelligent and detailed way, about their company. I heard that Parker leaders give a great deal of time, thought, and interest to employes, and from what I've seen this policy has resulted in one of the finest companies in the world.

Favors Tours

Mr. Editor:

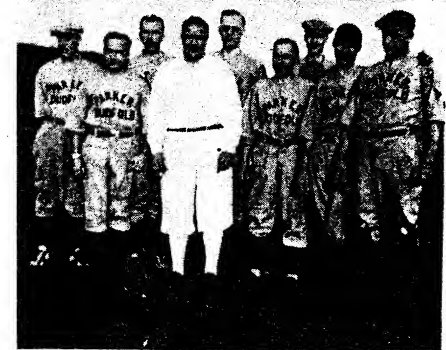
I still couldn't help but sit down and jot you people in Janesville my personal observation of visitors in our Parker plant in Menomonie.

Having been born and raised in this small community, I come in contact with most of the people, especially children of school age, who have visited, or plan to visit, our plant. They look forward to a visit with much enthusiasm and, I might add, go away very well pleased with what they have seen.

... Here's hoping the welcome sign to visitors still hangs above the door of our plant here in Menomonie.

Robert Schrader, President
Local 24240
Menomonie, Wisconsin

Duofold Diamond Derringdo



Fond memories often turn up when you rummage through neglected desk drawers. For instance, this clever ball team. From left we see Monty Smith, Rollo Dobson, Hubert Meyer (deceased), Ivan Tefft, W. G. Firchow, Harry Anderson, Frank Matt-hay, John Wemstrom and Clarence Glynn. This is the mighty Duofold team of 1931, which struck terror into the hearts of Janesville opponents.

The Chief Sez:

In 1952 in this city there were . . .

710 vehicle accidents, 136 persons injured and 2 killed.

According to the National Safety Council this would mean to the citizens of Janesville the following loss:

2 deaths at \$21,800 each	\$ 43,600.00
136 injuries at \$350.00 each	47,600.00
710 accidents at \$180.00 each	127,800.00

Total\$219,000.00

8,641 persons paid traffic violation penalties in Janesville during the year.

Penalties paid\$18,181.80

So it cost a total of \$237,181.80 for the accidents and violations in this city during 1952.

That is \$100,000.00 more than it cost to run your Police Department for a year.

Supreme Court of Awards



When Leo Thompson qualified recently for the first award under the new Idea Exchange plan, the smooth-purring machine known as the Award Committee went into high gear. Decisions on all types of employe ideas are now being passed, like a 200 H.P. Ferrari ticking off fence posts on a highway.

For a nine-person committee anywhere, this would be no small feat. Our award representatives must carefully weigh the great batch of evidence Coordinator "Charley" Carpenter gathers in documenting each idea. They then must discuss and decide if the idea is good, bad or just so-so. And, indeed, if it is an idea at all!

The people weighted with this responsibility are (from left in photo above) Graham Butler, Howard Robinson, Joe Kellogg, Bill Thorn, Carpenter, Cass Hurc, Ed Kapek, John Cooper, and Helen Fandrei. (Ivan Tefft was not present when photo was taken). For them, the theoretically "perfect" idea would involve only a couple of factors. For instance, let's imagine that the company is now using \$500 worth of aluminum smidgins a year. John Doe is suddenly staggered by the immense beauty of a plan to cut smidgin wear and tear in half—thus reduce costs to \$250. It's a wholly new idea, it's all his own, and by golly, it works.

The Award Committee would settle this

one in nothing flat. Half of the savings, or \$125, would be peremptorily awarded to Doe.

It's easy to see that all ideas are not that uncomplicated. Some involve only a turn of the hand to reduce lost motion; others concern new names for products or even new products. The toughest of all to weigh involve untried processes and intangibles.

Whatever your idea is, you can be sure that you'll get a fair shake from the Award Committee. It is thorough in its methods, and busy. Just how busy they are can be gleaned from the happy comment of one who said, "We've had more new ideas submitted in the first sixty days of the Idea Exchange plan than in the previous five years with suggestion boxes."

Troth in India



Customs of other lands fascinate us. This colorful ceremony took place in Madras, India at the wedding of the daughter of R. K. Murthi, Parker manager there. The priests are chanting while the bridegroom places a sacred lei around the bride's neck. Mr. Murthi holds his daughter while Mrs. Murthi smiles at some guests behind him.

HOW STATELY!

(a kind of fable)

A group of Socialists launched their ship of state and ordered everybody aboard.

For power, this new vessel had no engine, no fuel—only a great big sail, which drooped at the mast.

For there was no wind.

"That's nothing!" said the Skipper. "Everybody blow in the sail!"

So everybody puffed out his cheeks and blew. Those who blew harder than others right away became self-conscious and quit blowing altogether. But there was enough breath from all those other blowers and the sail bellied out handsomely.

"Only the ship didn't budge an inch.

"Ah," said the Skipper, admiring the bellying sail. "That's something like it!"

"But we're not getting anywhere!" the blowers began to whine between blasts.

"I know," said the Skipper. "But look at that sail! Did you ever see anything more statefully!"

Some blowers looked and waxed ecstatic. Others sat down and held their heads.

From "Partners"

Our Sexy Pens

Like the long-lashed wink of a beautiful doll, the provocative approach of Parker's new ad series arouses and invites one's interest. Still keeping quality and prestige uppermost, a new advertising campaign was launched in mid-January with an appeal quite different from themes of recent Parker campaigns to court the consumer dollar.

Headlines are "How to determine the 'sex' of a Parker '51' pen"; "Even in the dark . . . you can tell it's your Parker '51' pen"; and "Parker '51' . . . the pen with the eidetic memory." They are followed up by lively, informative copy which hangs onto consumer interest once it is won.

Emphasis of the whole campaign is on the "51". Sales folks here believe it is far and away the most desired of writing instruments and that by featuring it, the rest of the line will benefit. Our exclusive all-precious metal tip—the most important part of any pen—is featured. Its precision, durability, balance, comfort and breaking-in quality are stressed. The fact that the platinum tipped Parker speedily breaks in to each individual's own writing style, though never wears away, is an appeal worth promoting. As you can see when you read the nationally circulated copy, good selling is not sacrificed for good humor.

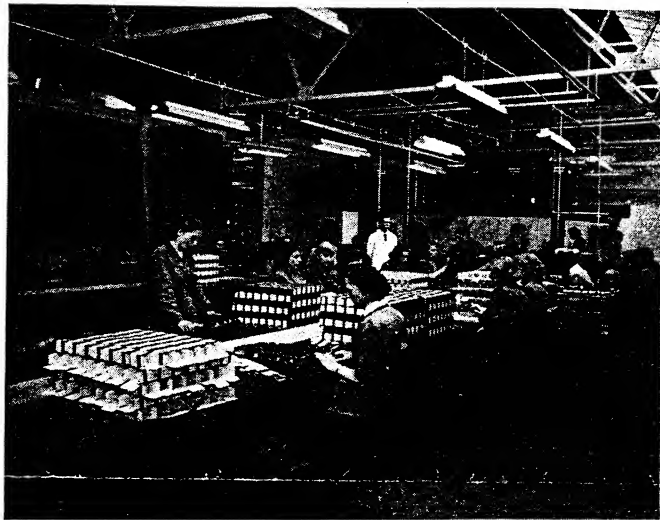
This unusual advertising is the work of a new creative team headed by Kenneth Ward, VP at J. Walter Thompson, our ad agency.

A space-buying \$250,000 has been earmarked for the thirteen insertions running from January through April. The ads are appearing in some old Parker standbys—Saturday Evening Post, Life, Time, American Weekly, independent Sunday supplements—besides New Yorker and Country Gentleman. The New Yorker was added because it was felt the sophisticated "hard sell" of this campaign would find an appreciative response in its metropolitan audience. Country Gentleman was added to increase our representation in the important rural market. This attempt to broaden our readership base is accompanied by an intensification of large-city coverage.

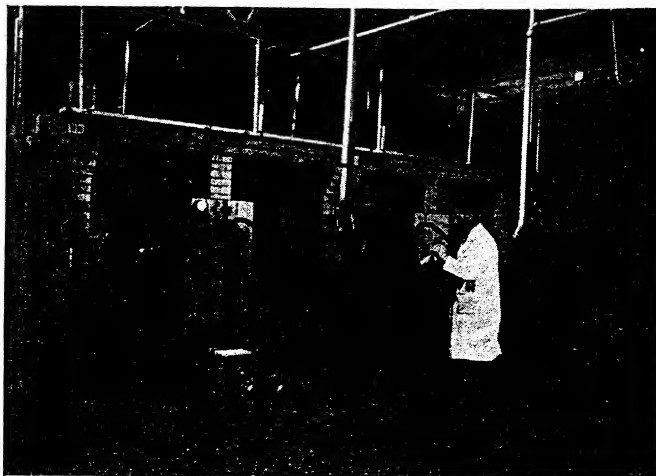
Explaining the reasoning behind this interesting new approach, Advertising Manager George Eddy says, "The product has been on the market for 12 years and is quite well established through \$17 million worth of advertising. For this reason we find it possible to forsake some of the product's basic consumer benefits to concentrate on a single feature, the pen's point, which is metallurgically exclusive. Too, we are turning from several years of full line advertising to concentrate on our top product, but in this new campaign we feel that we have hit upon a kind of advertising that might well become a conversation piece. Meanwhile, we have not resorted to the bizarre."

Keep your eye on the new ads. They're shrewdly different, and we think you'll agree they sell fountain pens.

From Water to Quink--English Style



General view of the ink department in the English factory of the Parker Pen Company. Lots of pretty girls put color in that business, we'd say. Righto?



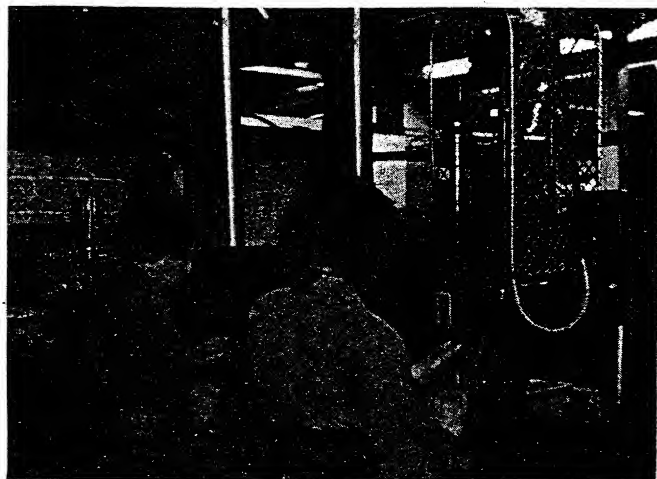
Fellow mixing up a brew of Quink. He's pouring some stuff in the 100 gallon mixing tank from which it will flow to the filter press—that squeeze box affair to the left.



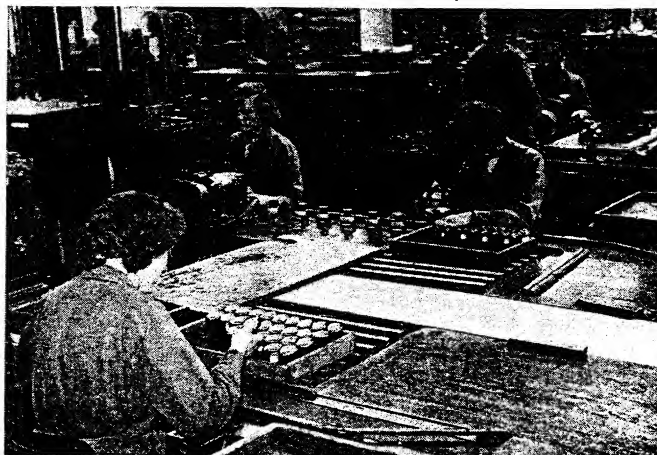
Main water supply must pass through the water softener being adjusted by the ink maker and then into a cold water tank. In the foreground are the scales for weighing out the ingredients which go into making ink.



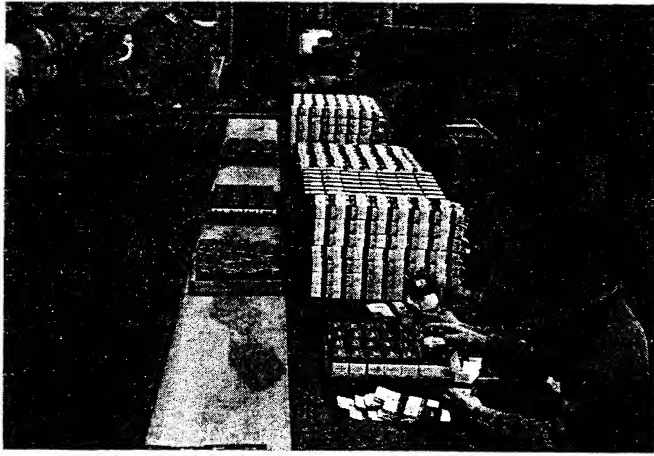
Bottles must be meticulously clean. One of these lovely lassies sees to it by blowing the dust out with compressed air. The other immediately fills them with ink.



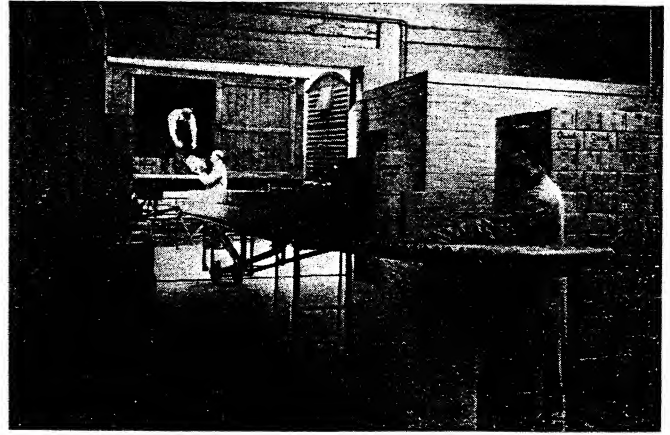
The next step is placing the cap on top. A machine takes over from there and tightens it on securely. After this the labels are applied by machine.



All bottles are inspected for cleanliness, correct labeling and general appearance, then are inverted into trays. From here they travel down the line upside down as a test for leakage.



Quink bottles are put in their cartons by hand as you see it being done here. Down the line a little way another operator stamps packing containers for shipment, another puts the cartoned bottles in the packages and the next one seals the container.



These cartons are loaded onto a roller conveyor which carries them to the rear of the factory to be loaded onto railway trucks for shipment all over the world.

Post Office Pens Again

Proof that something good can occasionally come from balky pens was brought to our attention the other day.

Paul Cormier, manager of Cormier Jewelers, Ware, Mass., became exceedingly miffed when trying to make out a money order application with a typical post office "scribble stick." So disgusted that he went so far as to say he'd put a Parker fountain pen on the post office writing counter, except that he "knew it would disappear too soon."

A quick-witted postal clerk suggested putting it in a safe place—the pockets of the force, for instance. Mr. Cormier did just that. Each of the five post office people received an engraved Parker pen for his own, and customers' writing pleasure.

P.S. Three local newspapers called attention to the incident.

Parkers for Badger Rose Bowlers



Veteran Parker salesman Harry Gross presents a Parker "51" set to George O'Brien, captain of the Wisconsin football team, as coach Ivy Williamson looks on. The presentation took place at the Badgers' Christmas Eve party in Pasadena.

The forty Wisconsin players who received the pens from the company for Christmas put them to use for the first time autographing a football. The ball was auctioned off to raise funds for the Los Angeles Childrens' Hospital.

Mr. Helgeson Goes to Washington



Gary Helgeson, a young lad from a children's home in nearby Stoughton, was chosen by U. S. Senator Joseph McCarthy to be a Senate Page. Before leaving, he visited us and was given a "51" pen and pencil set to help him carry out his duties in serving one of the most important governmental bodies of the most important nation on earth. Here James N. Black asks Gary to drop a note regarding his first impressions of the Senate and the Capital to the folks back home in Wisconsin.

Gary, very proud of his home-grown writing equipment, has since written that he sat "practically at Mr. Nixon's feet during the first Senate session immediately following the inauguration."

Cake and Candles

Four candles decorated the birthday cake of Parker's New York Export office. If there had been a candle for every visitor to that office in those four years, there would have been 2,000 of them. Forty different countries were represented by those visitors.

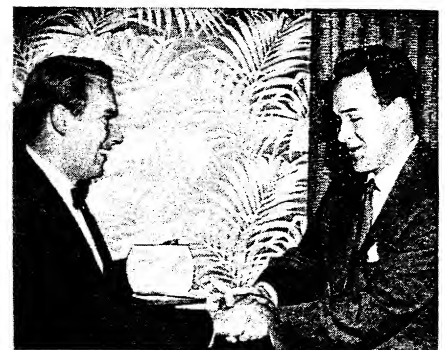
Ike's Pens

Several weeks ago an unusual two-pen desk set was on display in the lobby before being returned to its owner. To anyone here at Parker who tried out the pens on a handy scratch pad, opened the cedar-lined cigarette box, or ran an exploratory finger over the inscriptions, these few sentences in the February 9 issue of Time Magazine will be no mystery.

"On his desk he ... added: a new pen stand studded with two dozen small stones from localities of significance in Eisenhower's life, including one from his Texas birthplace, Denison, others from Abilene, West Point, the Philippines, on through the Normandy beach to the White House grounds."

The article, appropriately entitled "Settling Down," also mentioned the first paycheck Eisenhower received as president. Anybody care to hazard a guess as to the kind of pen used to endorse that check?

Motorola VP



Here Daniel Parker presents a pen and pencil set to one of the nation's leading young executives, Robert W. Galvin. Mr. Galvin, executive vice-president of Motorola, Inc., Chicago, was guest speaker at the Janesville Junior Chamber of Commerce "bosses night" banquet recently.

At Home: 1929 Magnolia Avenue

*The home where happiness securely dwells
Was never wrought by charms or magic spells
—Arthur Wallace Peach*

But magic sure would be helpful. So says George Larson, member of the Parker maintenance department since 1946, upon finishing one back-breaking phase of a home remodeling job.

The house he built at 1929 Magnolia appears to have been done with a magic touch, however. Its quiet charm is not the result of the fates; it's the result of careful planning and professional skill.

A gigantic century elm bows a welcome as you walk up the path in front of the Larson home. A winsome red-head greets you at the door, and since five-year-old DeeDee isn't very tall, you see a homey living room in back of her. That is, if you can look beyond those smiling brown eyes.

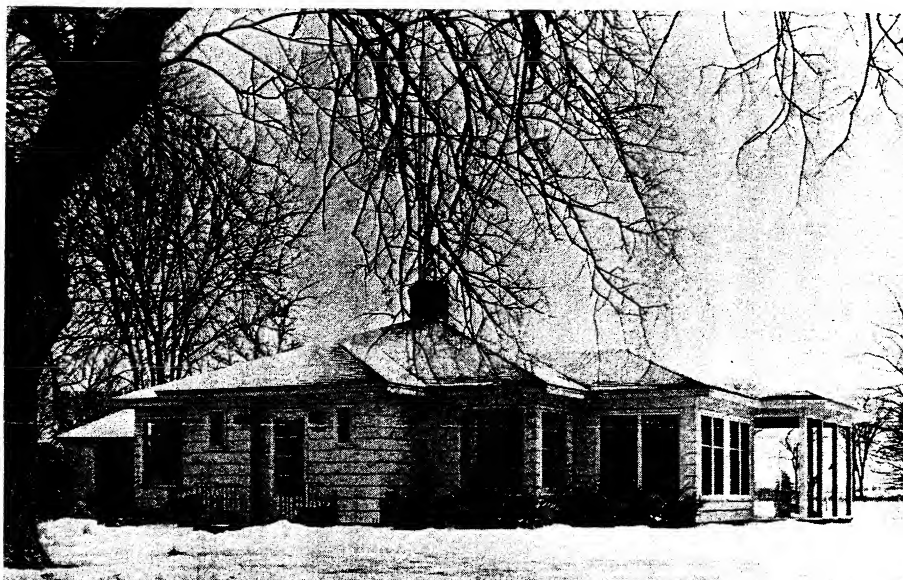
In the living room a unique hand-made nonfunctional fireplace with a built-in radio has recently been replaced as the center of attention by a television set. Green walls show off a bright wine couch and floral drapes. Unusual feature is the cove ceiling which gives you the illusion of not quite knowing where the wall ends and the ceiling begins.

To the east of the living room is a small hall leading to two bedrooms and a bathroom. One is the master bedroom and the other belongs to 19-year-old Carl, with room enough for the Larsons' other son, Gerald, who is in the Air Force and currently stationed in Alaska. Grandmother occupies the knotty pine room on the west side of the house.

Larson Family At Home



Television is now the favored recreation for Grandma Emma Luchsinger, George, Evelyn, DeeDee Sue and even Bootsy, the dog. The painting on the mantel, unframed as yet, had just arrived from Alaska where son Gerald painted it. Incidentally, the imitation fireplace with built-in radio is for sale.



1929 Magnolia Avenue

Even on a cloudy day the elm-framed George Larson home is a picture of coziness. George built the one-story house in 1949 and is now making improvements on an already good job. In back he has a large workshop.

The Larson bathroom is decorated in peach, brown and light green. A clever bit of craftsmanship was accomplished here at the urging of the Mrs.—George completely enclosed the sink with cupboards and surrounded it with a tile counter. The kitchen work areas were also tiled by handy George.

Toward the front of the house, the master bedroom boasts a compact neatness due mainly to custom-made furniture just recently completed. Working in his much-too-limited spare time, George turned out the beautifully finished bed and chests of drawers in six months. Says that if he'd kept at it, he "could have done it in six weeks." All pieces are movable. Mrs. Larson wisely choose gold drapes and bedspread to compliment the smoothly finished mahogany furniture.

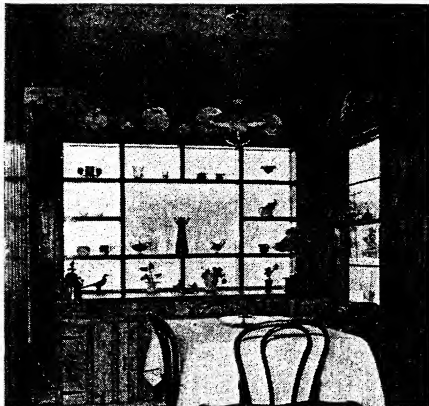
The other recent project of the Larsons was the addition to the rear of the house. A tall counter separates a highly efficient kitchen from the dining area. This dining area has been projected into the spacious back yard and a huge screen porch has been added to the west side.

George cut expenses by planning his remodeling wisely. For instance, the two windows formerly in the corner were placed on each side of the new picture window at the far end of the room. The hole left by the west window was cut larger and used as the doorway to the porch.

The Larsons used knotty pine for the walls, finishing them in a reddish brown tone. Scalloped valance boards also lend a touch of warmth and quaintness to the room. Excellent storage space is provided in a knotty pine, black-trimmed buffet which he built under the unusual nicknack window. Mrs. Larson is braiding a rug for her new dining room and has managed to get her husband enthused about building a table.

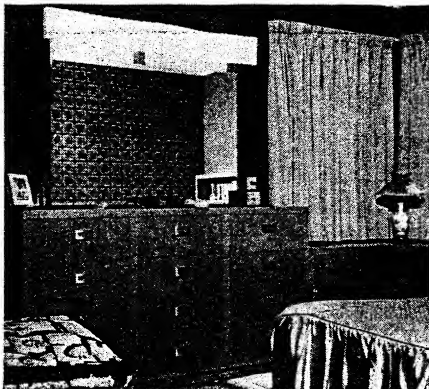
The porch is not yet finished. Frames for the screens, built like picture windows, are

Dinner Charm



New addition to the Larson home is this knotty pine dining area adjacent to the kitchen.

The Personal Touch



The master bedroom—furniture styled especially for the room and built for convenience by Mr. Larson.

practically crowding Mr. Larson out of his workshop, however. He plans to put them up in the spring and then will proceed to build a fireplace and finish the walls in a simulated log lumber. What a place to have a party!

Ed. Note: This is second in a series of visits to newly built or newly remodeled homes of Parkerites. The articles are intended to help others with ideas and inspiration. We'll welcome an invitation to visit any recently remodeled or new home. Just let your Shoptalker editor know about it.

Exercise in Ebony

For a variety of reasons, you don't associate pert Carol Snook with aboriginal art. She looks like a high school frosh and works in Research, yet, using only a toothpick, pencil, knife and bobbypin, she turned out the sculpture at right in three evenings. It has the look of authentic Negro art of the pre-Christian era, according to authorities.

While on the subject of Miss Snook, it is well to know Carol has an identical twin sister on the premises, a situation which fostered minor confusion until the two decided to express their individualism. One got a "feather bob" hair-do, the other held to a "pony tail" coiffure. That helped a little, if you could remember which twin had the pony.

Serious Salesmen

(Continued from page 1, column 1)

This is always the signal for a general brightening of eyes. There is nothing like a small sirloin for cheering up a steady diet of retail economics, national and local.

Once the steak has had it, however, it's back to the speeches and note-taking. By midafternoon, your Mr. Parker is understandably squirming even though the discussion is always centered upon his own business career and that of his dealer friends. His suffering is a product of both mind and matter. This guy is, after all, a free-wheeling salesman type, accustomed to covering a lot of ground. And he's a lot better on his feet than his tail.

Around five, the meeting is adjourned for the first day, and our good salesman has his well-deserved liberty. After freshening up and eating he can 1) go to a movie, 2) play poker, 3) watch TV, or 4) play poker. Since salesmen are inclined to be friendly extroverts, the choice usually turns out to be a wild-eyed but not too expensive game of canasta. The boites and bistros of the Big Town could be sampled, but tomorrow is another day. And it starts with an 8 a. m. roll call.

Sales meetings as interpreted by Parker are, as you can see, not much for laughs. Their sole intent is to put a better-informed, more helpful account manager on the road.

In the words of one veteran salesman who recently joined the company, Parker sales meetings are "the best prepared, most comprehensive I've ever encountered."

Doesn't sound like a lot of fun, but perhaps that's the way it should be. Coney Island is fine, but we'll take our sales meetings straight.

Snook's "Baby"



Search Begins for Miss Penette of 1953

This idealized version of the typical American bathing beauty is representative of the type girl who may be "Miss Penette of 1953." However, in the selection of Parker's own beauty queen, business suits will be worn by all contestants.



Any girl working in one of the Janesville plants or offices may be entered in this big annual contest. The grand prize is a complete new spring outfit from one of Janesville's leading clothing stores.

The handy nomination blanks below are the key to the contest. Clip the one on this page, fill in, and give it to your supervisor.

An important point: You don't have to nominate a girl from your department. You can vote for anybody in Parker's Janesville plants and offices if you think she should be Miss Penette of 1953 and win the prizes that go with the title.

The girls with the most nominations will get a chance to win the grand prize. Here's the way it works. After the balloting comes the tabulation by the Public Relations Department to determine which girls in each department have the most nominations. Then one girl from each department—the one with the most votes—will be asked to appear before a panel of judges on March 13. Five impartial judges will score each contestant according to certain photographic and personality features.

And that's it, except for the announcement of the winner and her court, the awarding of the grand prize, and the many opportunities the winner will have to appear before the camera and uphold the fair name of the Parker Pen company.

.....
 (Name)

 (Dept.)
 is my choice for Miss Penette of 1953
 (Signed)

 (Name)

 (Dept.)
 Nominations must be submitted before 5:00 P.M., Wednesday, March 11.

Christmas Past and Christmas Presents

Christmas is so far gone that even most of the bills have been paid. A few recollections persist, however. For instance the biting bow-wows, dump trucks, rattling kewpie dolls and walking pups that were handed out in the hundreds by Santa Claus and his helpers at the Parker Athletic Association's Christmas children's party.

More than 600 Parker people and their children, grandchildren, nieces and nephews left their enjoyment recorded in these

pictures. In the picture at bottom left, the adults are exhibiting at least as much appreciation for the nostalgic old films as the kids. If not more. Below left, Harry Hulick's little girl Alice confides in Santa, while at lower right some youngsters react differently to the movies. Michael Burdick, Steve Sherman and several others are mightily impressed with Santa in pictures to the right.

That Old Sweet Story



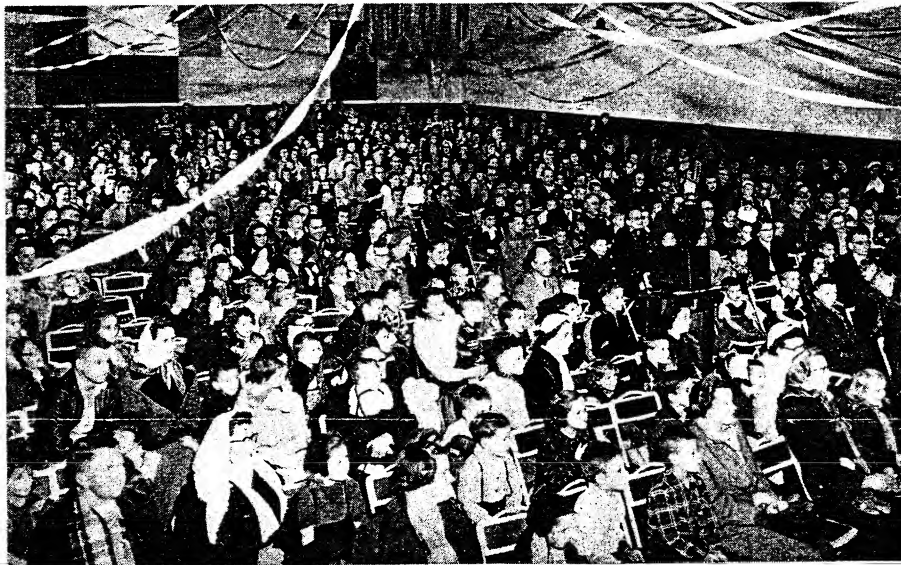
Thumb Fun at Movies



It Really IS Santa!



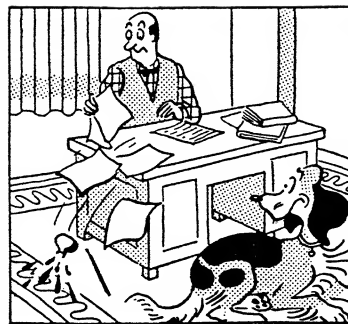
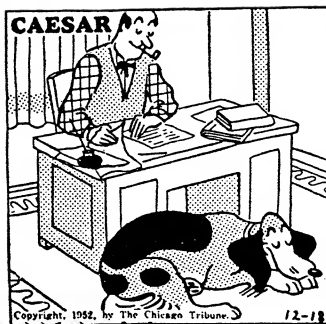
Santa's Fans: From Six Months to Sixty Years



Hey Old Timer, Smile



Small Fry Gets Gift



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